

# Discover how Allianz Partners manages risks with **Cyber security**



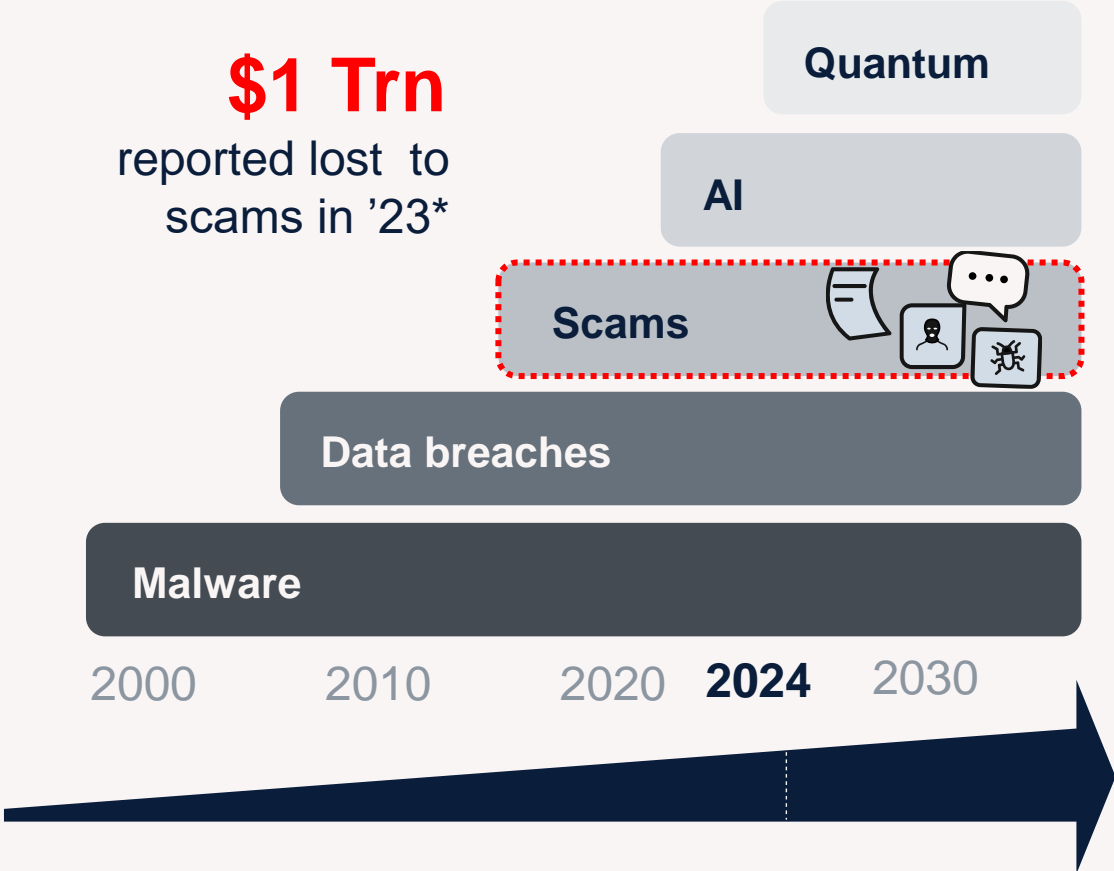
**Genoveva Pérez-Lijó**  
Head of Mobile Device, Digital Risk  
and Easy Living, Allianz Partners



**Olli Bliss**  
Host & Business Development  
Manager, F-Secure

# Key challenges we are tackling

## Scam pandemic



## Complexity



**80%**  
worry about their online  
security



**66%**  
find security complex



**61%**  
of consumers encounter  
scams on monthly basis  
(F-Secure '24)

\*Source: GASA Global Anti-Scam Alliance - Global State of Scams survey 2023, n=49,459 people from 43 countries; Global consumer market survey by F-Secure, Jan 2024, N=7000

# Consumer trust is in free fall

## Consumer trust in free fall



**71%**  
don't know who to trust  
online

**54%**  
no idea if their devices  
are secure

## Consumers looking for a trusted companion



**71%**  
willing to pay for holistic  
online scam protection\*

**71%**  
see **Insurance** companies  
are **trusted providers** of  
internet security

**84%**  
expect **home insurance** to  
include **internet security** and  
insurance for cyber crime

# Insurance key business drivers



Become more relevant for your customers



Differentiation with trusted provider positioning



Increase loyalty



Generate new business



**A allyz**  
by Allianz 

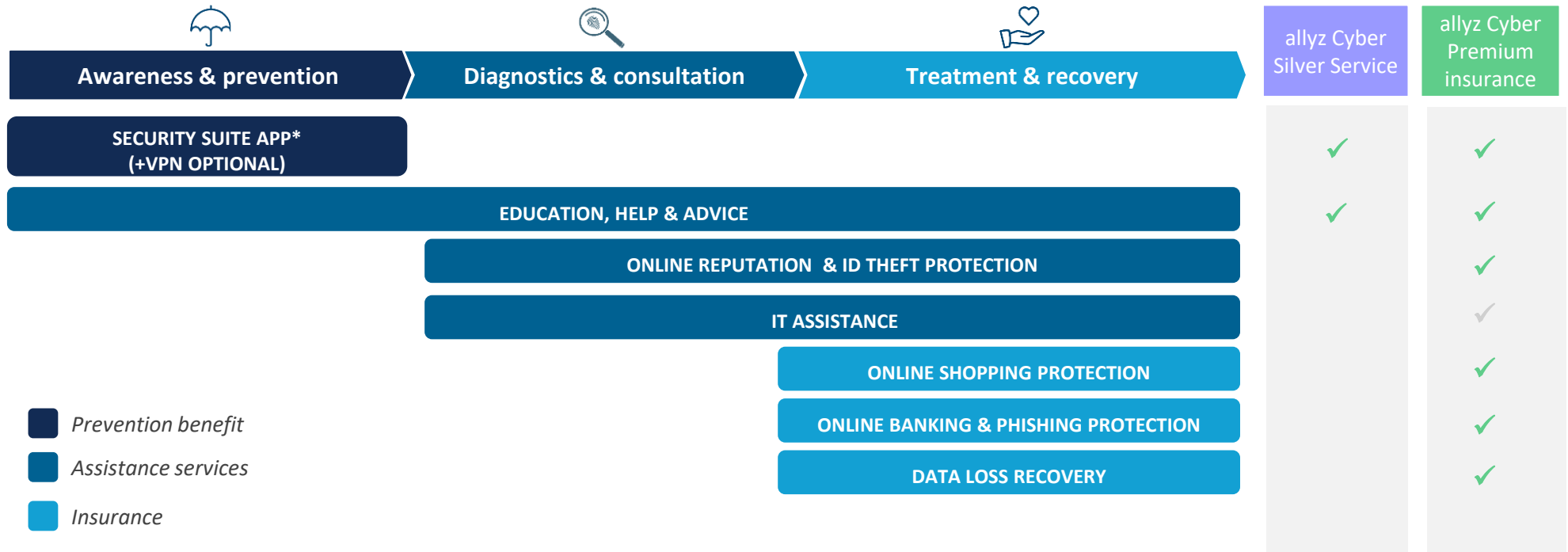
ALLYZ CYBER

not my problem



# allyz Cyber - holistic protection combining **technology, service and insurance** for digital life

allyz Cyber is a holistic solution providing full peace of mind for customers' digital life



- Prevention benefit
- Assistance services
- Insurance

\* VPN / Safe Browsing & Banking / Password manager / Antivirus / Family protection

✓) available benefits  
 ✓) target enhancement

A unique combination of prevention, insurance and assistance

What is Allyz Cyber?





# Appealing to new global partners

B2B & B2B2C





